

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2017/2018

**BMK3164 – Industrial Marketing**

(All sections / Groups)

13 March 2018

9.00am to 11.00am

(2 Hours)

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### INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** printed pages with **FIVE (5)** question (Including the cover page).
2. Answer **ALL** the questions.
3. Answer in the answer booklet provided.

**Answer ALL FIVE (5) questions.**

**Question 1**

Discuss how a manager can enhance, the success of a new business service that he has undertaken.

(20 marks)

**Question 2**

Describe and explain the **FOUR (4)** *Brand-Building* techniques that can be applied by Celcom telecommunication service provider, to build its brand.

(20 marks)

**Question 3**

The product positioning process comprises of 6 steps. List and discuss briefly the **SIX (6)** steps in the product positioning process, with relevant examples.

(20 marks)

**Question 4**

What is relationship marketing, and discuss why marketing managers usually prefer to use Customer Relationship Management tools in their organisations

(20 marks)

**Question 5**

Why personal selling is considered as one of the most important promotional techniques, in B2B marketing? Explain briefly.

(20 marks)

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